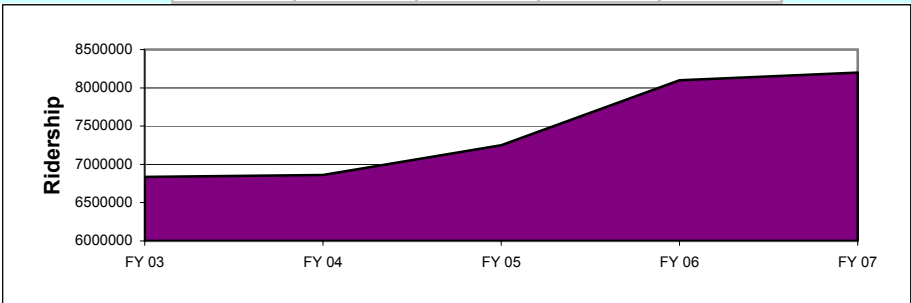


Program Strategy		Transit Marketing			Dept	Transit	
DESIRED FUTURE							
GOAL 3 - Public Infrastructure							
Desired Community Condition(s)							
20. Residents have safe and affordable transportation options that meet the public's needs.							
Measures of Outcome, Impact or Need							
Commuting to Work ¹ :	2002	2003	2004	2005	2006		
# workers 16 years and older	213,681	227,257	244,665				
Car, truck, van -- drove alone	165,755	188,649	205,020				
Car, truck, van --carpooled	26,028	21,816	21,778				
Public transport (includes taxi)	5,205	3,066	5,813				
ABQ Ride Avg boardings/month							
Walked	3,719	2,778	2,134				
Other means	3,935	2,688	3,357				
Worked at home	9,039	8,260	6,563				
Mean travel time to work	21.5	18.7	21.3				
PROGRAM STRATEGY RESPONSE							
Strategy Purpose							
Promote and encourage residents of Albuquerque and visitors to use alternative modes of transportation so that residents are aware of alternative modes of travel.							
Key Work Performed							
<ul style="list-style-type: none">• Manage the Alternative Commute Transportation (ACT) Now program• Manage the Business Partnership Program (BPP).• Educate children through the Kids in Motion program• Make presentations to children, adults, and employers about alternative transportation options							
Planned Initiatives and Objectives							
Accelerating Improvement (AIM)				Why is this measure important?			
Increase ABQRide ridership.				Increasing ridership will reduce congestion and improve air quality.			
AIM POINTS							
		ACTUAL			TARGET		
FY 03	FY 04	FY 05	FY 06	FY 07			
6834508	6863216	7249621	8100001	8200000			
							

Total Program Strategy Inputs			Actual	Actual	Actual	Beginning	Mid-year	Proposed
	Fund		FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Full Time Employees	Grants	265	na	na	10	10	10	10
Budget (in 000's of dollars)	Grants	265	1,066	780	770	919	919	920
Transit Demand Management								
	Input	Fund	Actual	Actual	Actual	Beginning	Mid-year	Proposed
			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	Grants	265	1,066	780	770	919	919	920
Measures of Merit								
# maintenance meetings with ACT Now coordinators and BPP contacts	Output		*	606	396	165	250	500
# ACT Now / BPP agreements signed	Output		27	14	82	55	215	600
# ACT Now / BPP presentations	Output		*	69	50	9	11	50
# ACT Now/BPP information tables	Output		*	117	105	36	34	150
# baseline surveys	Output		*	21	22	8	15	20
# Kids in Motion presentations	Output		239	156	298	48	90	200
# Summer Fun bus passes sold	Output		*	*	*	*	*	
# GOV 16 television shows filmed	Output		*	*	*	*	*	
# customer service phone calls	Quality		*	*	*	*	*	
Strategic Accomplishments								
Measure Explanation Footnotes								
1 American Community Survey, U.S. Census Bureau								
* new measure implemented in FY06								